

AMENDMENTS TO THE CLAIMS:

1. (currently amended) A method of advertising, comprising the steps of:
providing a corrugated or chipboard shipping/packaging container product carton having an outer surface and an inner surface, said carton having the shape of a rectangular parallelepiped;
visibly printing directly on a first predetermined area of said outer carton surface of said shipping/packaging container product carton a first visible advertisement for a first product of a first party owning said shipping/packaging container product carton;
visibly printing directly on a second predetermined area of said outer carton surface of said shipping/packaging container product carton a second visible advertisement for a second product of a second party separate and distinct from said first party, which second product is not contained in or part of said carton;
said first and second visible advertisements are both visibly printed on said shipping/packaging container carton at the same time;
said second visible advertisement is visibly printed on said second predetermined area of said shipping/packaging container product carton which would otherwise be a blank area or void of any visible printed details;
said second predetermined area is allotted by said first party;
said second visible advertisement is provided by said second party to said first party without said first party buying said second visible advertisement;
said first party determines the size and location of said second visible advertisement on said shipping/packaging container product carton;
~~second party is not affiliated in any way with said first party;~~
said second visible advertisement is visibly printed in said otherwise blank area on a front, back, side, top or bottom of said shipping/packaging container carton; and

the size of said second visible advertisement is determined, at least in part, by the shipping/packaging ~~container~~ carton size.

Claims 2-10 (cancelled).

11. (currently amended) A shipping/packaging ~~container~~ product carton, comprising:

a corrugated or chipboard shipping/packaging ~~container~~ body structure carton having an outer surface and an inner surface, said carton having the shape of a rectangular parallelepiped;

a first predetermined area of said outer carton surface of said shipping/packaging ~~container~~ body structure carton having within said first predetermined area a first visible advertisement for a first product of a first party owning said shipping/packaging ~~container~~ carton;

a second predetermined area of said outer carton surface of said shipping/packaging ~~container~~ body structure carton having within said second predetermined area a second visible advertisement for a second product of a second party separate and distinct from said first party, which second product is not contained in or part of said carton;

said first and second visible advertisements are both visibly printed directly on said shipping/packaging ~~container~~ carton;

said second visible advertisement is visibly printed directly on said second predetermined area of said shipping/packaging ~~container~~ product carton which would otherwise be a blank area or void of any visible printed detail;

said second predetermined area is allotted by said first party;

said second visible advertisement is provided by said second party to said first party without said first party buying said second visible advertisement;

said first party determines the size and location of said second visible advertisement on said shipping/packaging ~~container~~ product carton;

~~said second visible advertisement is visibly printed directly in said otherwise blank area on a front, back, side, top or bottom of said shipping/packaging ~~container~~ carton; and~~

said second visible advertisement is visibly printed directly in said otherwise blank area on a front, back, side, top or bottom of said shipping/packaging ~~container~~ carton; and

the size of said second visible advertisement is determined, at least in part, by the shipping/packaging ~~container~~ carton size.

Claims 12-20 (cancelled).